

**Emily
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THE CV CHECKLIST

BEFORE YOU START

Think goals. What are your dream...

- Companies
- Roles
- Lifestyle choices
- Impact and responsibility

Get clear. Use AI to pull out the below from dream job descriptions:

- Keywords
- Skills
- Action words

COMMUNICATING VALUE

Think WIIFM:

- Who is this for?
- What do they need?
- How would my current role make me perfect for that role?

Give clarity and context to your achievements:

- Tell the story of your achievement in 6 sentences (see: Pixar)
- What's the outcome?
- What's the ripple effect?

Make it human:

- Add some gentle metaphors
- Use power words

PERSONAL STATEMENT & HEADLINE

Decide on format:

- Paragraph
- Bullets
- Headline

Make it truly personal:

- What can you do that no one else can?
- What doesn't happen when you aren't around?
- What gives you energy and joy?

HUMAN OR MACHINE?

Consider who is reading your CV:

- F and Z reading pattern, graphics and colours on a pdf for humans
- Keywords, clear formatting (no tables or graphics) on a word doc for bots

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